

Leveraging the Giant Leap (from Tens and Hundreds to Million+) *Using the Cohort to Assess Efficacy*

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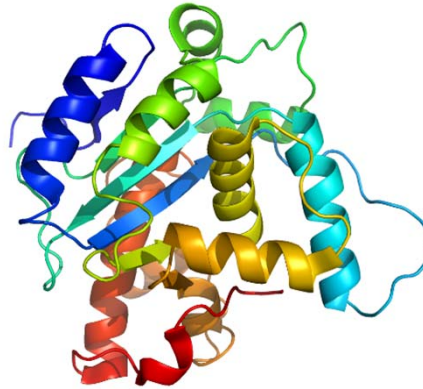
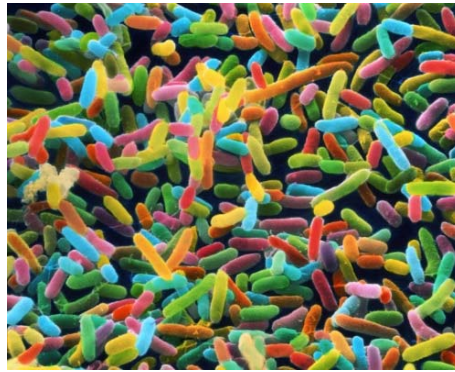
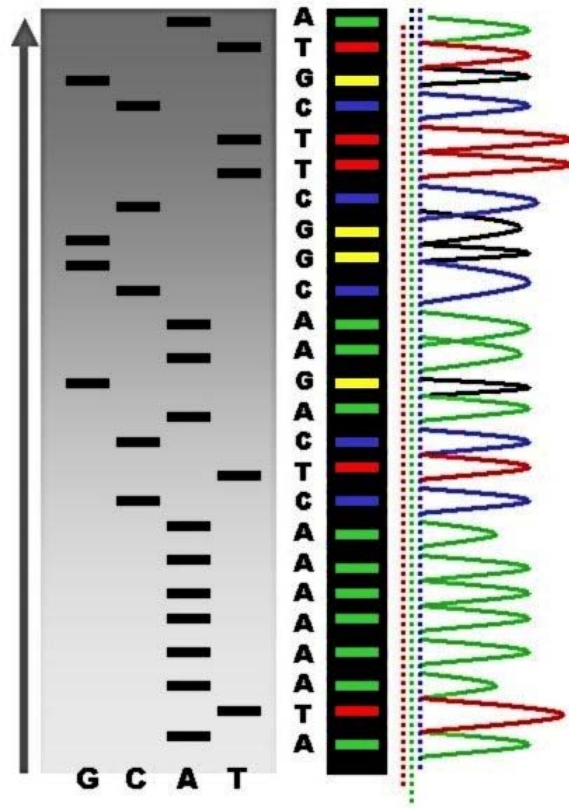


Mobile Measurement of Exposure, Risk, and Outcomes



Habit Computing

Temporal Precision in Precision Medicine



Measure



Predict



Adapt

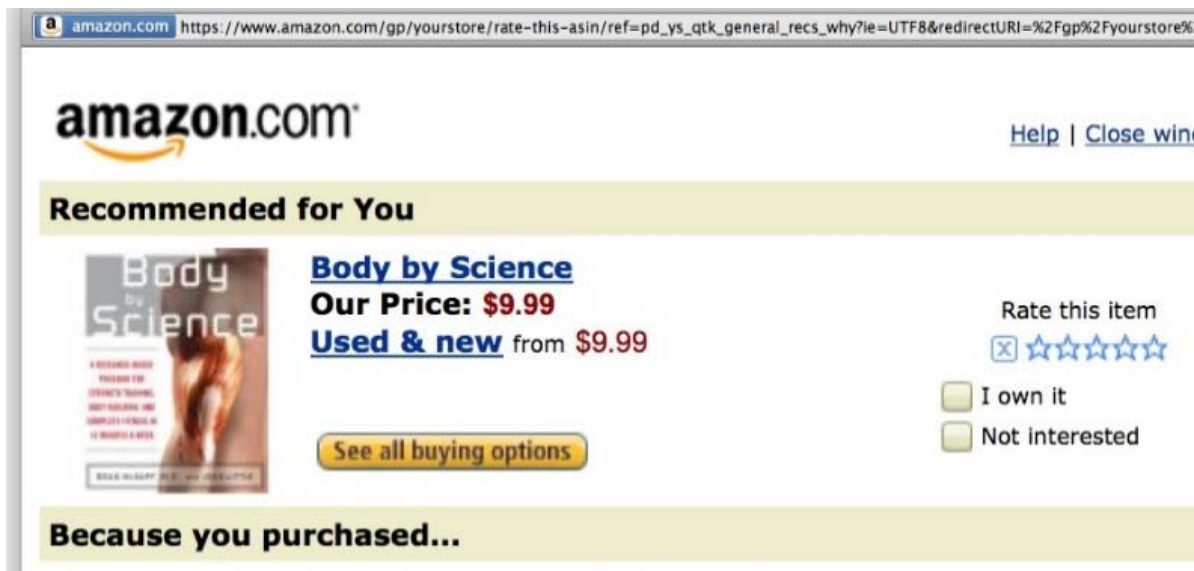
Opportunity 1: Measurement

- **Data collection – Sensor & platform design**
 - **Sensor:** Wearable, safe, reliable, robust, versatile
 - **Platform:** Sampling, software, comm., battery, storage
- **Interpretation – Trustable inference of events**
 - Confounders
 - Variability (situational, personal)



Opportunity 2: Prediction of Adverse Events

- **Personalized**
 - Must work for each person and each time



Opportunity 3: User Response & Engagement

- **Fidelity of Treatment**

- Adherence
- Response



- **When to engage?**

- Is the user available?



- **How to engage?**

- Active vs. passive
- Phone, watch, car



Using the Cohort to Assess & Improve Efficacy

